The Pro in QuickTime Pro

Session 703

The Pro in QuickTime Pro

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The Pro in QuickTime Pro

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Introduction

- This session explains how the most powerful features of QuickTime Pro can help you in your own production workflow
- Amongst many things you can do with QuickTime Pro, you can encode media, work with a variety of media types, gather lots of info about movies, edit, composite, and deploy QuickTime content

What You'll Learn

- What is QuickTime Pro and why how you can use it in your own workflow
- To develop content by importing media into QuickTime and how to use the Movie Properties to learn useful information
- To produce content by modifying existing media via editing, compositing, and augmenting it with other media types
- To deliver content by encoding it and/or compiling already encoded media
- A series of tips and tricks in all 3 aspects of the workflow by explaining and exposing the often hidden capabilities of QuickTime Pro

Technology Framework

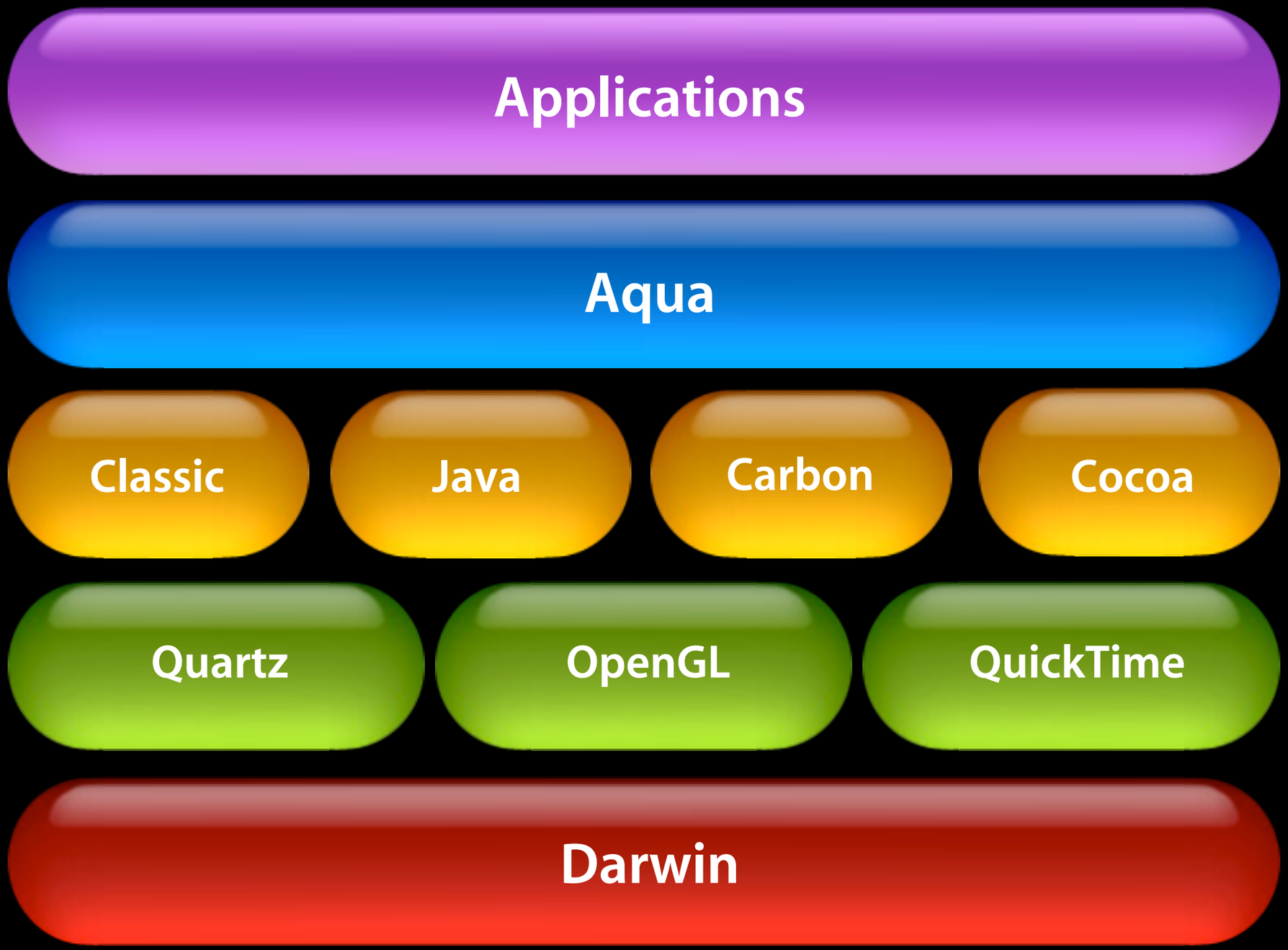
- Most people think of video and sound when they refer to QuickTime, but in fact it's a full multimedia architecture with:
  - Video/sound (including MIDI)
  - QuickTime VR
  - Flash
  - Graphics
  - Extensibility via third-party components
  - Is part of the Mac OS
  - Is cross platform

What is QuickTime Pro?

- QuickTime is a multimedia architecture at the core of MacOS X

What Is QuickTime Pro?

QuickTime is part of Mac OS X



What Is QuickTime Pro?

- QuickTime is not just a player, but rather a collection of components

What Is QuickTime Pro?

- QuickTime Pro unlocks advanced authoring features from the QuickTime Player and Preview
- You can develop, produce, and deliver content with QuickTime Pro

Develop Content

Import media

- QuickTime Pro can import more than 200 media types
- This means you can mix and match already existing media including audio, video, Flash, images, text, etc.

Demo

Francesco Schiavon
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http://developer.apple.com/wwdc2003/urls.html

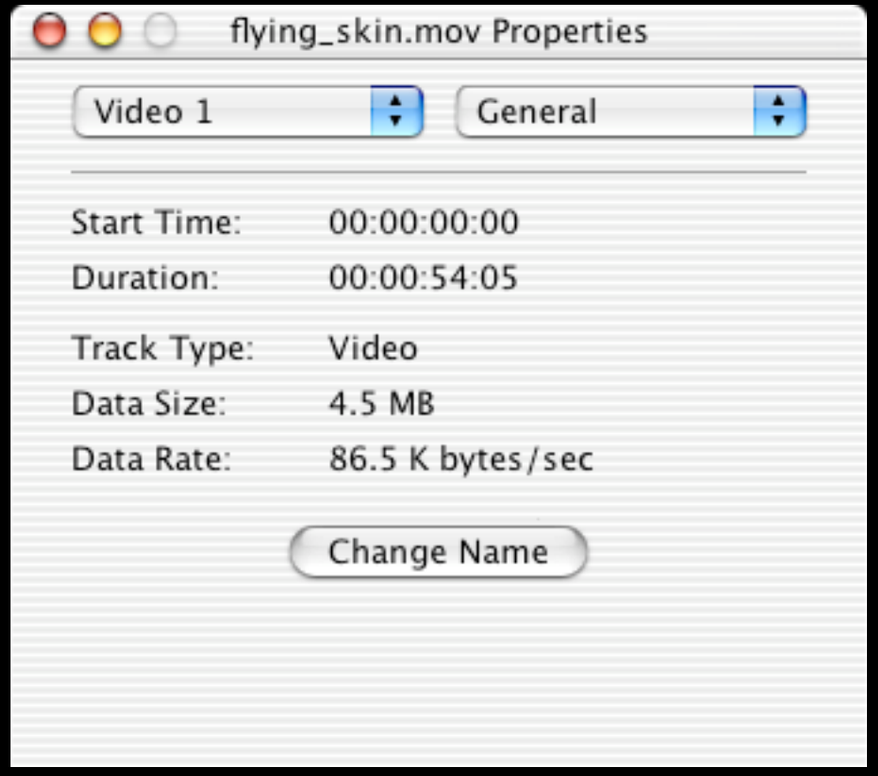
Develop Content

Import media

- Import media by:
  - "Open Movie in New Player…" or "Open URL in New Player…
  - "Open Image Sequence…"
  - Dragging and dropping on the QuickTime Player icon
  - Forcing an import by Option-Command drag and drop on the QuickTime icon

Develop Content

- The Movie Properties Window has a world of information
- You can learn from others by looking at the properties of their movies



Demo

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Develop Content

Learning from the Movie Properties Window

- Types of tracks (and media)
- Codecs used
- Sizes of visual tracks
- Data rates
- Debugging Messages (for Sprite Tracks; track must have a DebugStr function)

Produce Content

- Edit media
  - Copy, paste, rearrange samples, etc.
- Mix multiple media types
  - Add, add scaled, replace, trim
- Composite visual media
  - Graphics modes, rearrange visual samples
- Meta tag media
- Multilingual capabilities

Produce Content

Frame (sample) accurate editing

- Use the keyboard to:
  - Navigate the timeline
  - Locate the playhead
  - Make selections
  - Get timestamps

Produce Content

Frame (sample) accurate editing

- Arrow keys (left/right) move playhead to previous/next frame (or sample)
- Shift-Arrow (left/right) will make selection of previous/next frame (or sample)
- Control-Arrow (left/right) jumps to in/out points
- Command-B removes selection and moves in/out markers
- Use the Info or Movie Properties window to see the timestamp

Demo

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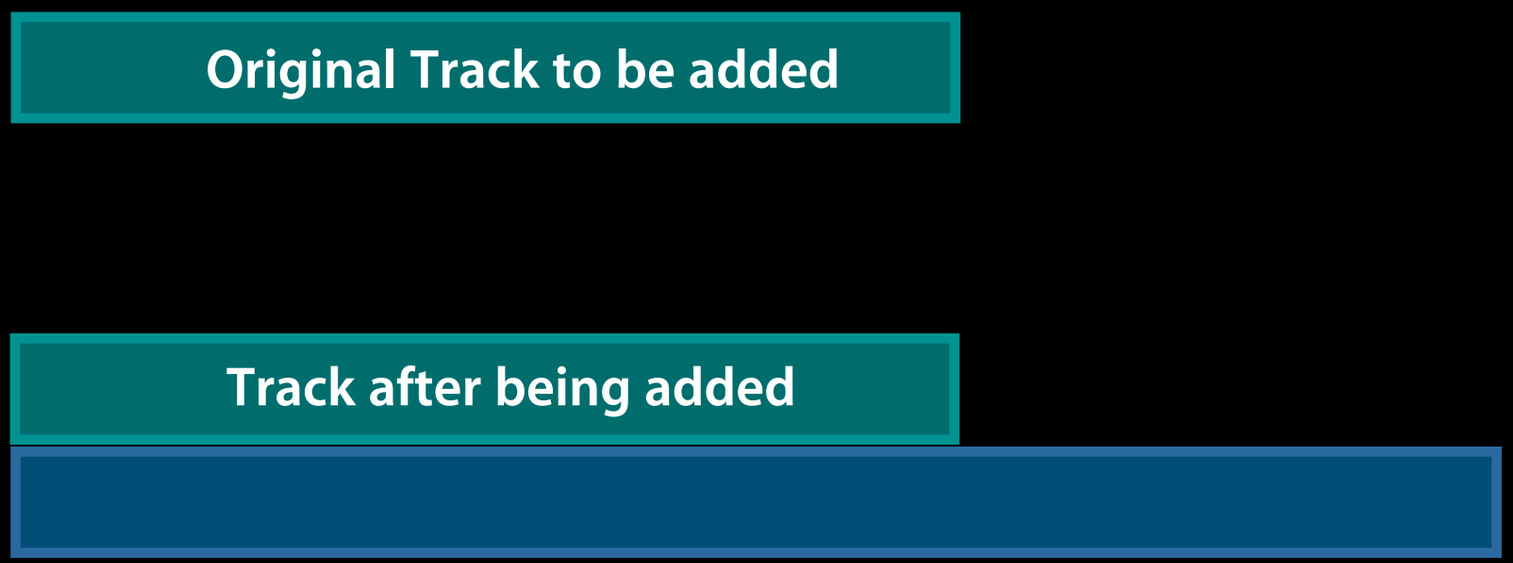
Produce Content

Add vs add scaled

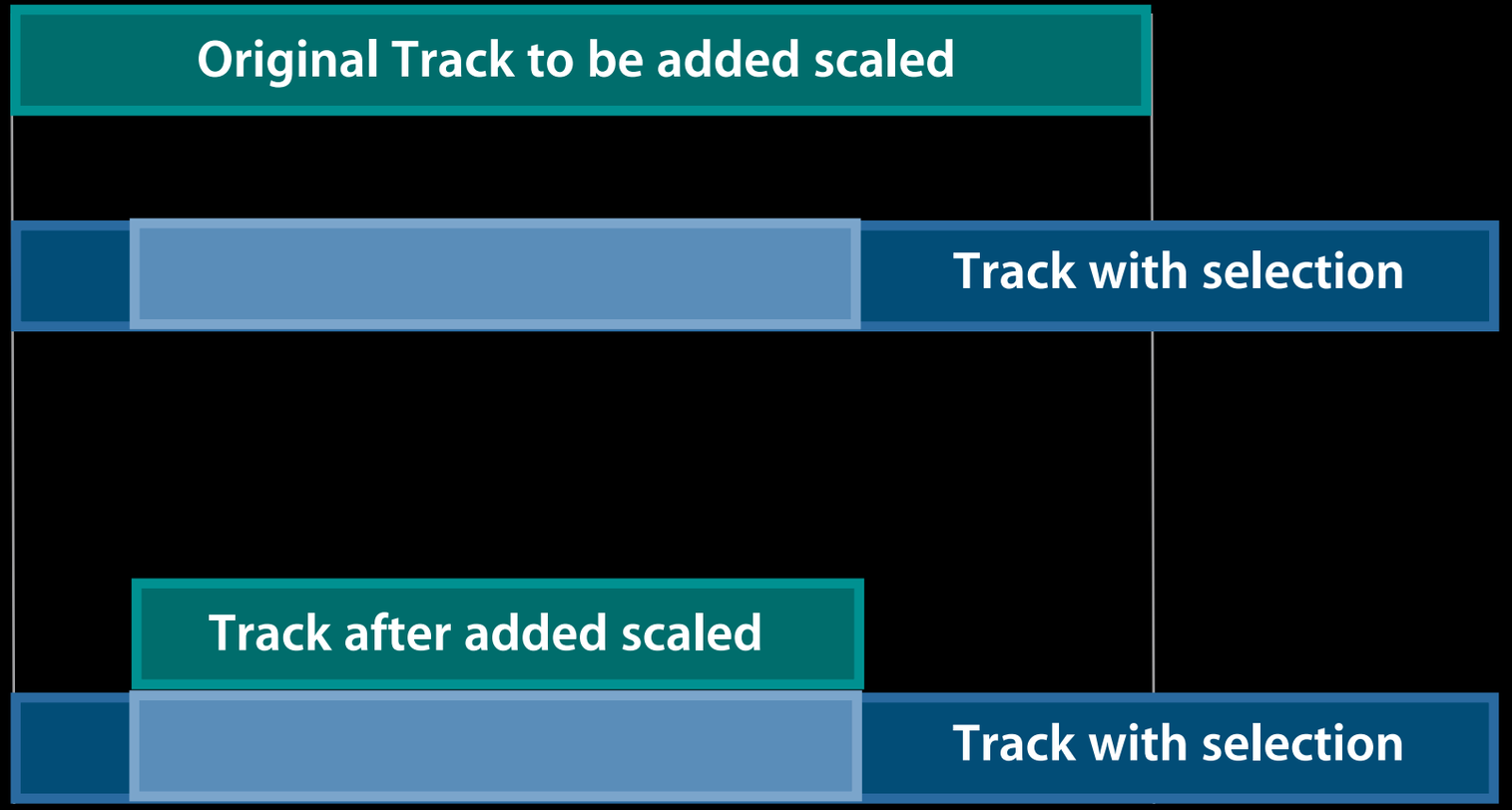
- Add will simply overlap the new track at the location of the playhead; the original duration of the added track is kept



Produce Content

Add vs add scaled

- Add Scaled will overlap the new track forcing it to fit in the duration of a selection in the timeline; Add Scaled may in fact change the sample rate of the added track



Produce Content

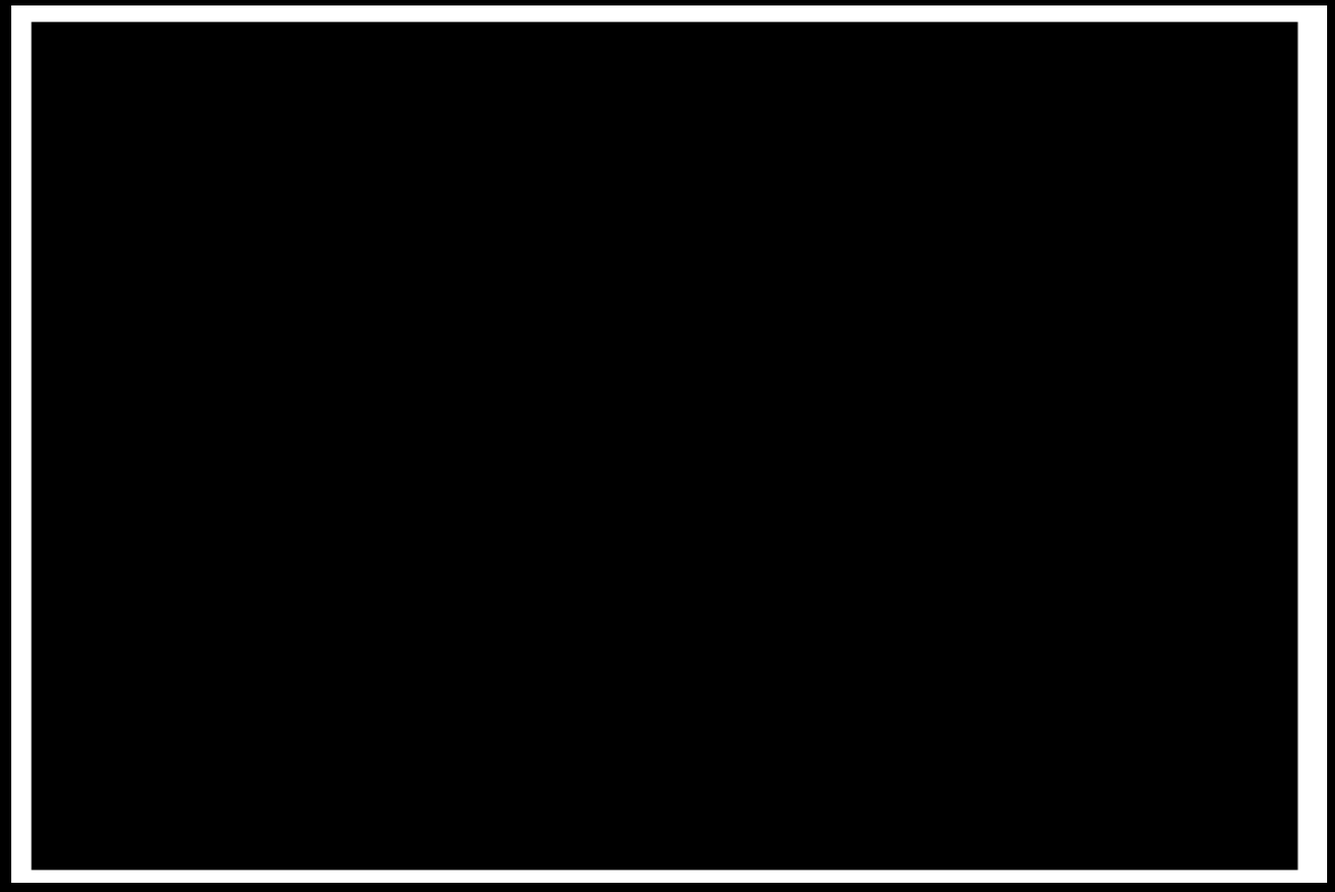
Masking noisy edges on video tracks

- Often video has noise on the edges, specially in media from analogue sources

Produce Content

Masking noisy edges on video tracks

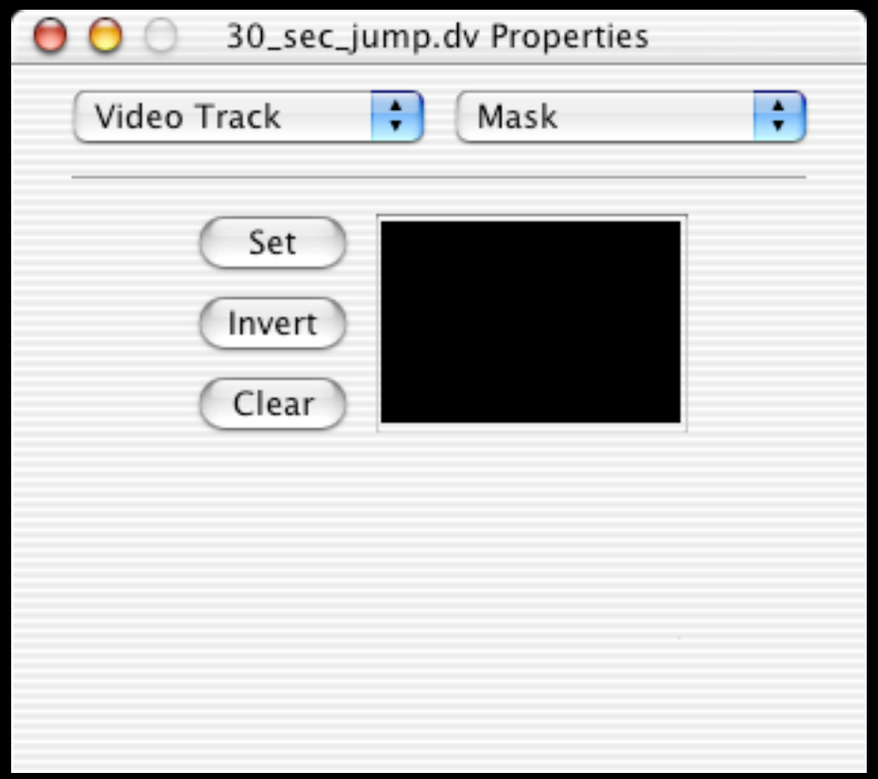
- Make an image the size of the video track and fill with black the areas you want to keep; Every thing that is in white will be gone



Produce Content

Masking noisy edges on video tracks

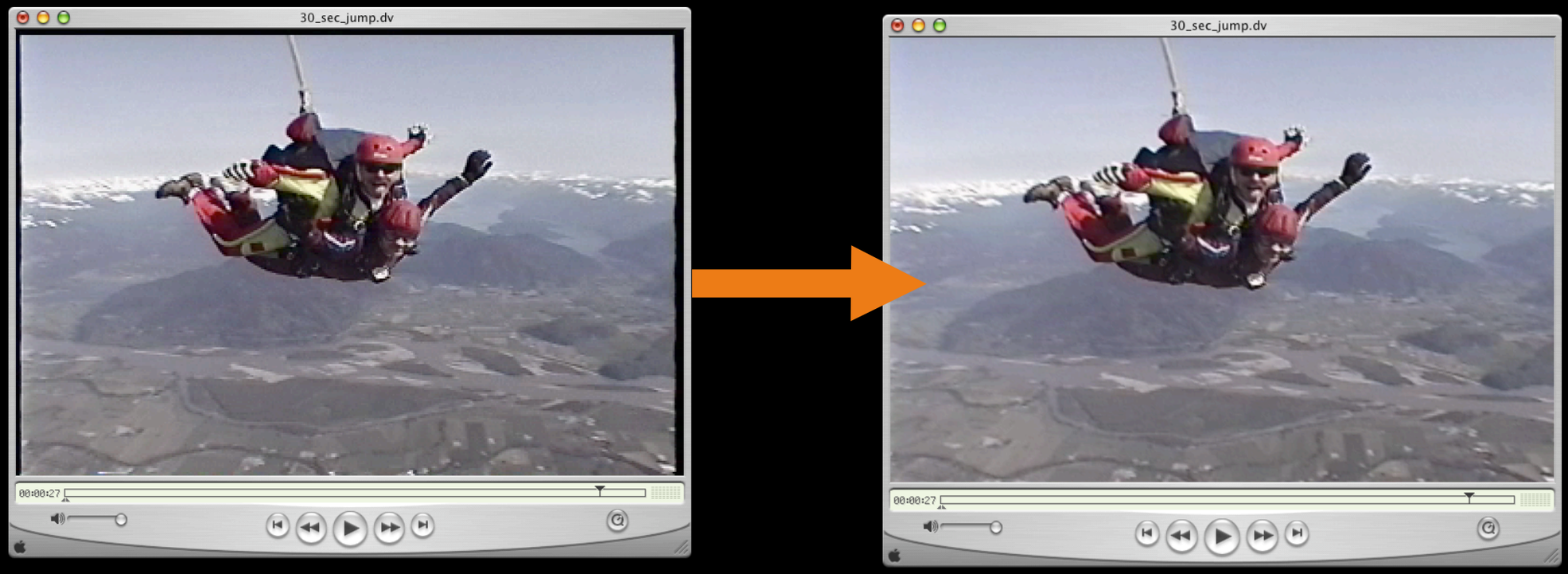
- Select “Mask” from the video track properties and “Set” the mask image



Produce Content

Masking noisy edges on video tracks

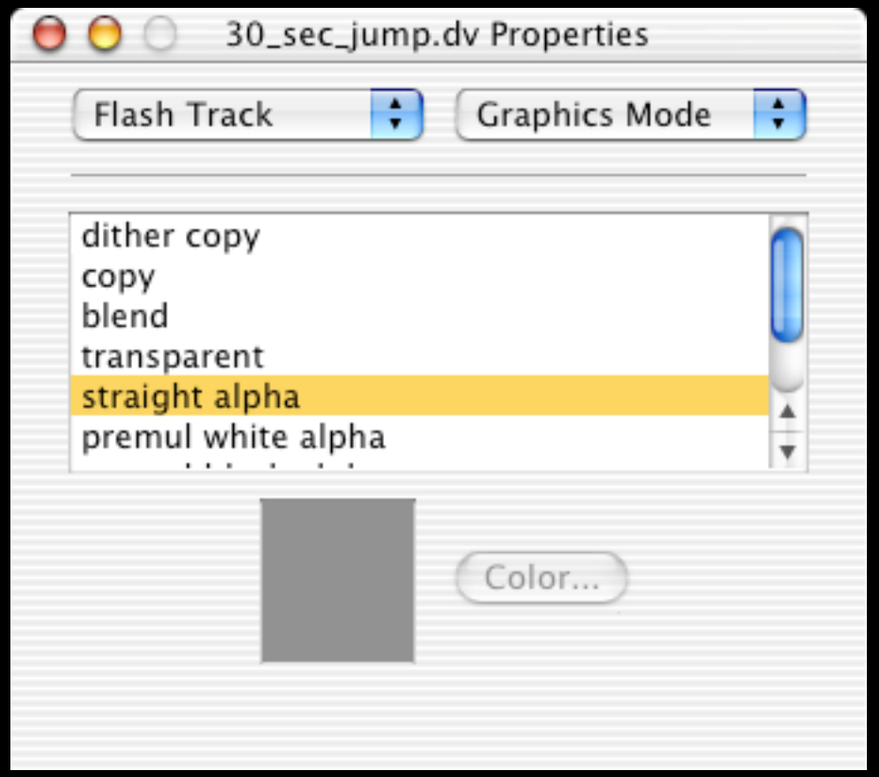
- This will trim down the video and hide the noisy edges



Produce Content

Graphics modes

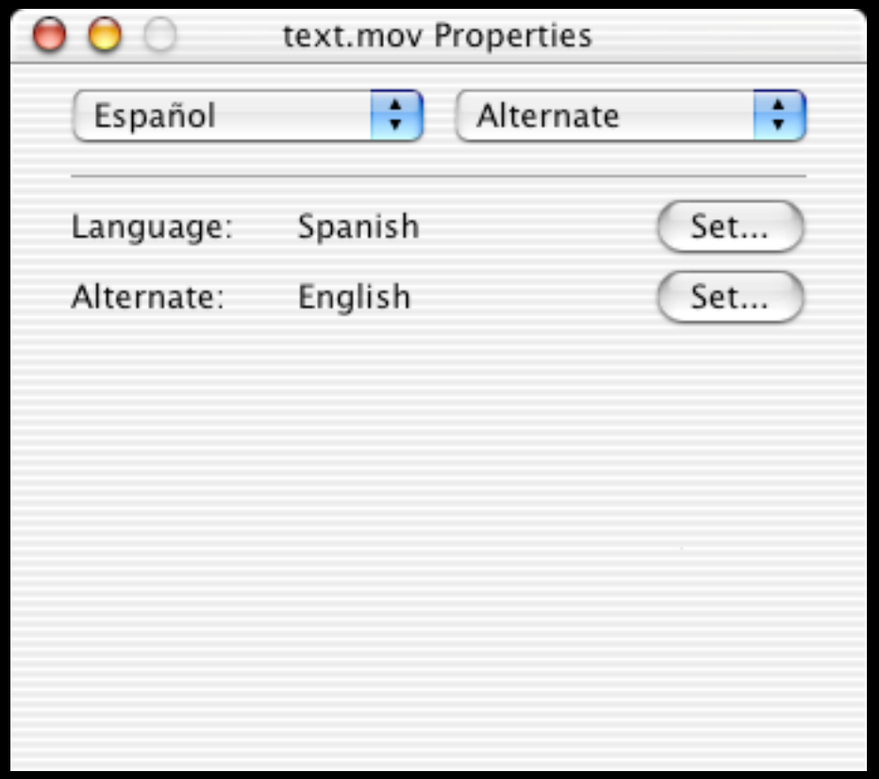
- Graphics Modes allow you to composite visual tracks in real time during playback
- NOTE: This process may be very CPU intensive
- You may want to take advantage of media types with alpha channels, particularly those for web delivery:
  - PNG
  - Flash



Produce Content

Creating multilingual tracks

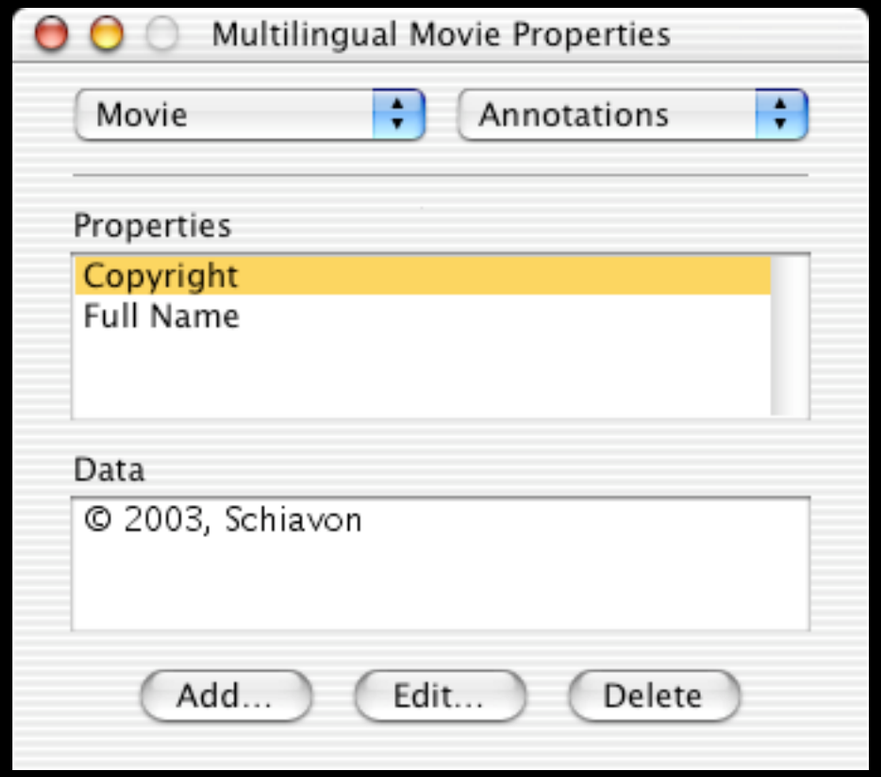
- Add all the multilingual tracks to your movie
- For each multilingual track select the language it belongs and its alternate track in the Movie Properties window
- To test your movie:
  - Change the language in the “Movie->Choose Language” menu
  - Change the language preference of the OS



Produce Content

Add meta data via annotations

- Annotations can be searched by certain data bases
- Movies and Tracks can be annotated
- The “Full Name” annotation defines the name that appears in the title bar of the movie



Produce Content

Avoiding DVD Studio Pro colour shift

- When jumping from a still menu to a video where the first few frames should match the menu, often there is a colour shift
- The colour shift is caused by the difference in RGB from the still menu and YUV from the video
- Solution: Make the still menu into a video menu
  - Copy a few frames of the video to be matched
  - Add Scaled these frames to a text track that lasts for, say, 2 minutes
  - Render the new 2 min. video to MPEG-2 with the same settings as the video and use that in DVD Studio Pro

Demo

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Deliver Content

QuickTime Pro allows you to:

- Save as
  - Self contained
    - Fast start
    - Compress movie header and flatten file
    - Copies media to new file—No media recompression
  - Normal (Dependencies)
    - Makes a reference movie that depends on the original media
    - Breaks fast start

Deliver Content

QuickTime Pro allows you to:

- Export
  - Compress to a codec or hint a compressed movie
  - Resize window
  - Apply a filter
  - Generates new media
- Use Preview to export still images
  - Create QTIF image files

Deliver Content

Powerful but underused export features

- Export from a multi-node QTVR to separate single-node QTVR movies and generates HTML
- Export a single-node QTVR movie to Fast Start with a preview track
- Create QuickTime Media Link files (pre-flight)

Demo

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Wrap Up

Roadmap—Tuesday

	The Presidio	Pacific Heights	Haight/ Ashbury	SOMA
9:00	701 QuickTime State of the Union			
10:30			702 MPEG-4 Demystified	703 The Pro in QuickTime Pro
12:00				
2:00			704 Introduction to QuickTime Streaming	705 The Art of MPEG-4 Encoding
3:30			706 Designing a Distance Learning Solution With QuickTime	707 QuickTime Media Skins
5:00	708 QuickTime APIs Update		709 QuickTime on Campus— A Case Study	710 Preprocessing Principles

Roadmap—Wednesday

	Russian Hill	Pacific Heights	Haight/ Ashbury	SOMA
9:00	711 Audio and QuickTime		712 QuickTime for the Web	713 Introduction to QuickTime Interactivity
10:30			714 Large-Scale Webcasting: Macworld Keynote Case Study	715 QuickTime Interactivity Tools
12:00				
2:00	716 Advanced QuickTime Programming Techniques		717 3GP: Myth Versus Reality	718 AppleScript and QuickTime
3:30			719 Administering QuickTime Streaming Server	720 Content Creation for Mobile Phones: Top 10 Success Factors
5:00			721 WiFi and 3G: Let the Games Begin	722 Advanced QuickTime Interactivity

Roadmap—Thursday

	The Mission	Haight/ Ashbury	SOMA
9:00		723 The Real Story About MPEG-4 Visual Licensing	724 What's New With QuickTime VR?
10:30		725 QuickTime and Enhanced CDs	726 Cutting-Edge Projects Using QuickTime VR
12:00			
2:00	727 QuickTime Streaming Server Programming	728 Produce a Listening Party With QuickTime	729 Industrial-Strength Encoding
3:30		FF011 QuickTime Feedback Forum	
5:00			

Roadmap—Friday

	Pacific Heights	The Marina
9:00		
10:30	730 QuickTime Alternative Programming Environments	
12:00		
2:00		731 Internet Application Development: The New Frontier
3:30		
5:00		

Who to Contact

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http://developer.apple.com/wwdc2003/urls.html

For More Information

Reference Library

Documentation

QuickTime's Tools & Tips Page
http://www.apple.com/quicktime/tools_tips/

QuickTime's Tutorials Page
http://www.apple.com/quicktime/tools_tips/tutorials/

QuickTime's User Guide
http://www.apple.com/quicktime/products/qt/pdf/QT6.3_UserGuide.pdf

QuickTime for the Web Book
http://www.bh.com/mk/default.asp?ISBN=1-55860-780-3

Revolutionary QuickTime Pro 5&6 Book
http://www.friendsofed.com/books/1903450527/

For More Information

Documentation

General Information
http://www.apple.com/quicktime

Developer Information
http://developer.apple.com/documentation

QuickTime Information
http://developer.apple.com/QuickTime

Do Not Miss!

Lab: QuickTime Content Creation

Meet with QuickTime content experts for daily content specific topics that are of special interest to you. Bring your own media and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab: QuickTime Development

Meet with Apple's QuickTime engineers. Each day will emphasize a specific QuickTime development topic. Bring your own code and Powerbook. No appointment is needed—first-come, first-served.

Sacramento Room

Lab Hours

Monday	12:00pm to 6:00pm
Tuesday	9:00am to 6:00pm
Wednesday	9:00am to 6:00pm
Thursday	9:00am to 4:30pm
Friday	9:00am to 6:00pm

Q&A

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